3 Reasons Why Getting Your Backup Data into the Cloud is Critical for Your Business.

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The volume of the data produced each day continues to grow—the Veritas Data Genomics Index pegs the current year-over-year data growth rate at 39%.[1] It is critically important that you optimize how and where you store and manage this data, so you are able to extract valuable insights from it in order to drive business forward.

The continued use of tape storage can frustrate this process by locking your data away potentially never to be seen again. Before you make that next multi-year investment into upgrading to the latest and greatest tape storage system, check out these reasons why you should get your backup data into the cloud.

#1 SAVE MONEY AND HEADACHES

#2 INCREASE DATA AGILITY

#3 INCREASE DEVELOPMENT VELOCITY

1. SAVE MONEY AND HEADACHES

At a per GB cost, tape media is still many times less expensive than even the lowest cost tier of archival storage offered by cloud providers. But, the costs add up when you take supporting hardware, infrastructure, management and staffing costs into consideration. And don't forget the added complexity and risk from human error and tape handling.

Using a data protection platform can automate the movement of data to multiple cloud storage targets and give you the choice of what, where and why you move your secondary data to the cloud.

As the leader in data protection with broad support for clouds like AWS, Microsoft Azure, Google Cloud Platform, IBM Cloud and others, Veritas can help get you where you need to go.

2. INCREASE DATA AGILITY

Simply put, data on tape is rigid. This unleveraged data, usually kept for retention compliance and regulatory purposes, sits locked away.

A recent study on big data in healthcare and the historical data contained in electronic health records (EHR), found that "…these massive quantities of data hold the promise of supporting a wide range of medical and healthcare functions, including among others clinical decision support, disease surveillance, and population health management."[2]

By getting this data into the cloud, in a manner that doesn't jeopardize regulatory compliance, you'll be able to use it in new and valuable ways by taking advantage of the data analytics services in the cloud.

Veritas can help you understand what data you have, to make sure that you send the right data to the cloud and are regulatory compliant in the process.

3. INCREASE DEVELOPMENT VELOCITY

Organizations have experienced amazing development velocity thanks to the use of cloud platforms. No longer are storage and infrastructure provisioning a bottleneck—Infrastructure-as-a-Service (IaaS) has seen to that.

Rather it's access to real production data that serves your development teams from a test/dev perspective that can be the holdup.

Veritas can enable self-service access to data for dev/test situations that is masked appropriately as not to put the business at risk of exposing sensitive information. Veritas also ensures the data is protected—no matter where the workload lands.

CONCLUSION

In order to meet the needs of their businesses, many global enterprises are choosing cloud infrastructure from multiple providers like AWS, Azure, Google or IBM. This journey typically starts with getting secondary data off inflexible storage mediums and into cloud infrastructure to increase agility, to access to new cloud services and to lower costs. At Veritas, we provide data and workload management for hybrid cloud and multi-cloud environments, by ensuring that our customers have the tools and technology they need regardless of the cloud they choose.

Learn more about Veritas 360 Data Management for the cloud today.

ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies LLC enables organizations to harness the power of their information, with solutions designed to serve the world's largest and most complex heterogeneous environments. Veritas works with 86 percent of Fortune 500 companies today, improving data availability and revealing insights to drive competitive advantage.

[1] http://datagenomicsproject.org/data-genomics-report-2016.html
[2] Raghupathi W, Raghupathi V. Big data analytics in healthcare: promise and potential. *Health Information Science and Systems*. 2014;2:3. doi:10.1186/2047-2501-2-3.

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